

## CLAIMS

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1. A method for obtaining audience data on TV programs, in an audience data obtaining device which uses a computer, the method comprising the steps of:

a first step of obtaining, from outside, TV program table data for an area where a viewer resides;

a second step of obtaining audience data which include viewed channel information and viewed time information of TV;

10 a third step of obtaining at least a program ID of a viewed program by comparing said audience data with said TV program table data; and

a fourth step of transferring, via the Internet to a collection center, the obtained program ID and the viewed time information along with ID data of the viewer.

2. A method for obtaining audience data on TV programs according to claim 1, wherein said first step includes automatically and regularly obtaining said TV program table data by use of the Internet or a broadcasting medium, and said forth step includes automatically and regularly performing the transmission to the collection center.

SUB A1 3. A method for obtaining audience data on TV programs according to claim 1 or 2, wherein said first step includes automatically obtaining said TV program table data, and said forth step includes automatically performing the transmission to

the collection center, both by making use of opportunities of the viewer's accessing the Internet.

4. A method for obtaining audience data on TV programs  
 5 according to claim 1, wherein said second step includes ignoring a continuously viewed time of a program when the viewed time is shorter than a predetermined time.

5. A method for obtaining audience data on TV programs  
 10 according to claim 1, wherein said fourth step includes transmitting said data to be transferred, as an HTML text document or an electronic mail.

6. A device for obtaining audience data on TV programs,  
 15 comprising:

a program table data obtaining means for obtaining, from outside, TV program table data for an area where a viewer resides;

an audience data obtaining means for obtaining audience  
 20 data which include viewed channel information and viewed time information of TV;

a program identification means for obtaining at least a program ID of a viewed program by comparing said audience data with said TV program table data; and

25 a transfer means for transferring, via the Internet to a collection center, the obtained program ID and the viewed time information along with ID data of the viewer.

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7. A device for obtaining audience data on TV programs according to claim 6, wherein said program table data obtaining means automatically and regularly acquires said TV program table data by making use of the Internet or a broadcasting medium.

~~SUBA2 8. A device for obtaining audience data on TV programs according to claim 6 or 7, wherein said program table data obtaining means acquires said TV program table data by making use of opportunities of the viewer's accessing the Internet.~~

9. A device for obtaining audience data on TV programs according to claim 6, wherein said program identification means ignores a continuously viewed time of a program when the viewed time is shorter than a predetermined time.

10. A device for obtaining audience data on TV programs according to claim 6, wherein said transfer means transmits said data to be transferred, as an HTML text document or an electronic mail.

~~SUBB4 11. A recording medium storing a computer readable program for carrying out the steps of:~~

- ~~a first step of obtaining, from outside, TV program table data for an area where a viewer resides;~~
- ~~a second step of obtaining audience data which include viewed channel information and viewed time information of TV;~~

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a third step of obtaining at least a program ID of a viewed program by comparing said audience data with said TV program table data; and

a fourth step of transferring, via the Internet to a  
5 collection center, the obtained program ID and the viewed time information along with ID data of the viewer.

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